

**TvSCAN**

Elise Cloyd - 10/30/12 8:28 PM

Petry - Ian

**Broadcast Order/Confirmation**

Grand Rapids-Kalmzoo-B.crk - MAYNOV Nielsen

# 218758

**Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH**

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republic and registered to vote in district of residence and always vote in presidential elections

Buyer	Elise Cloyd	Order Number	1
Client	American Future Fund	Campaign	Est. 1
		Flight	Flight 1 11/01/12-11/05/12
Station	WOOD	Agency	Mentzer Media
Address		Address	600 Fairmount Avenue Suite 306 Towson MD 21286

**WOOD-NBC**

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	QAJ F 35+ CPP
NEWS8-DAYBREAK Th-Fr 6:00a- 7:00a	3 \$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	5	\$200.00
TODAY SHW Th-Fr 7:00a- 9:00a	3 \$1,350	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	5	\$270.00
TODAY SHOW 2 Th-Fr 9:00a-10:00a	2 \$2,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	4	\$500.00
TODAY SHOW 3 Th-Fr 10:00a-11:00a	2 \$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	3	\$333.33
NEWS 8 AT NOON Th-Fr 12:00p- 1:00p	2 \$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	6	\$166.67
DAYS-OUR LIVES Th-Fr 1:00p- 2:00p	2 \$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	3	\$333.33
NEWS 8 AT 5PM Th-Fr 5:00p- 5:30p	1 \$4,500	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	8	\$562.50
NEWS8 AT 530PM Th-Fr 5:30p- 6:00p	1 \$5,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	8	\$625.00
INSIDE EDITION Th-Fr 7:00p- 7:30p	2 \$2,500	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	4	\$625.00
ACCESS HOLLYWD Th-Fr 7:30p- 8:00p	2 \$2,500	Nov01-Nov02	:30	1	--	--	--	1	--	--	--	3	\$833.33
NEWS 8 AT 11PM Th-Fr 11:00p-11:35p	2 \$4,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	6	\$666.67

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WOOD-NBC														QAJ F 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP		
TONITE SHW-NBC Th-Fr 11:35p-12:35a	2 \$1,500	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	3	\$500.00		
DATELINE Fri 10:00p-11:00p	3 \$2,000	Nov02-Nov02	:30	1	--	--	--	--	1	--	--	4	\$500.00		
NEWS 8 SAT AM Sat 7:00a-8:00a	1 \$2,000	Nov03-Nov03	:30	1	--	--	--	--	--	1	--	7	\$285.71		
SATURDAY TODAY Sat 8:00a-10:00a	1 \$2,500	Nov03-Nov03	:30	1	--	--	--	--	--	1	--	6	\$416.67		
NEWS 8 AT 11PM Sat 11:00p-11:30p	2 \$4,000	Nov03-Nov03	:30	1	--	--	--	--	--	1	--	7	\$571.43		
NEWS 8 SUN DAYBRK Sun 6:00a-7:00a	2 \$1,000	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	4	\$250.00		
NEWS 8 SAT AM Sun 7:00a-8:00a	1 \$2,000	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	6	\$333.33		
SUN TODAY-NBC Sun 8:00a-9:00a	2 \$3,000	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	9	\$333.33		
NEWS 8 AT 6PM Sun 6:00p-7:00p	3 \$1,600	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	5	\$320.00		
NEWS8-DAYBREAK Mon 6:00a-7:00a	3 \$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	5	\$200.00		
TODAY SHW Mon 7:00a-9:00a	3 \$1,350	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	5	\$270.00		
TODAY SHOW 2 Mon 9:00a-10:00a	2 \$2,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	4	\$500.00		
TODAY SHOW 3 Mon 10:00a-11:00a	2 \$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	3	\$333.33		
NEWS 8 AT NOON Mon 12:00p-1:00p	2 \$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	6	\$166.67		
DAYS-OUR LIVES Mon 1:00p-2:00p	2 \$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	3	\$333.33		
NEWS 8 AT 5PM Mon 5:00p-5:30p	1 \$4,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	8	\$562.50		
NEWS8 AT 530PM Mon 5:30p-6:00p	1 \$5,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	8	\$625.00		
INSIDE EDITION Mon 7:00p-7:30p	2 \$2,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	4	\$625.00		
ACCESS HOLLYWD Mon 7:30p-8:00p	2 \$2,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	3	\$833.33		
NEWS 8 AT 11PM Mon 11:00p-11:35p	2 \$4,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	6	\$666.67		

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WOOD-NBC													QAJ F 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
TONITE SHW-NBC														
Mon 11:35p-12:35a	2 \$1,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	3	\$500.00	
WOOD Totals	\$97,650			43	Reach / Frequency							219	\$445.89	
												74.7	2.9	
Monthly	Nov 2012													
Gross Cost	\$97,650.00													

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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